



COMMISSION NEWS

ARIZONA CORPORATION COMMISSION, 1200 W. WASHINGTON, PHOENIX, AZ 85007

TO: EDITORS, NEWS DIRECTORS
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TEMPE BOILER ROOM OPERATION STEAMS SECURITIES DIVISION Commission Issues Cease & Desist Order Against 5 Firms & 6 Individuals

PHOENIX – The Arizona Corporation Commission’s Securities Division issued a temporary Cease and Desist Order against 11 area businesses and individuals ordering them to immediately cease all activities associated with the offer and sale of unregistered securities and the commission of securities fraud. The action names:

- Bob’s Cash Express, Inc.;
- Bob’s Land One, Inc.;
- Challenge/Land USA Inc.;
- Arizona Digital Security Tech;
- American Dish Tech, Inc.;
- Robert H. Roberts, 43, a Gilbert resident;
- Donald P. Shoemaker, 47, of Mesa;
- Garrett L. Wright, 36, from Phoenix;
- Dan R. Harper, 43, of Phoenix;
- Michael J. Sagnelli, 48, from Phoenix; and
- Joyce Goodman, 47, of Apache Junction.

All five companies operated out of the same Tempe address. The order alleges that Bob’s Cash Express and Bob’s Land One solicited investors from across the nation to purchase promissory note investments. The Commission action says that the investments were marketed through a telemarketing operation, a practice securities regulators call a “boiler room” operation. The Commission order alleges:

- The Tempe boiler room operation offered \$5,000,000 in promissory notes;
- Roberts, Shoemaker, Wright and Harper misrepresented and omitted information to investors regarding the use of funds and the registration status of the investments;
- Investors were told that investment funds were to be used to develop a series of check-cashing stores when the funds were actually used to finance personal luxuries and to cover operation expenses;

- Investors were also falsely told that the securities were either registered or exempt from registration; and
- The promissory notes were not registered as securities and none of the individuals named in the action were registered to offer investment products.

Roberts, Shoemaker, Wright and Harper are principals in Bob's Cash Express and the affiliated companies. Sagnelli and Goodman acted as sales representatives for the businesses, according to the Commission action.

The Securities Division is seeking a permanent Cease and Desist Order and restitution and penalties against the named entities and individuals. With the exception of Sagnelli, all of the respondents have been served and, through their attorney, have requested a hearing to contest the allegations.

The Arizona Corporation Commission urges the public to investigate before they invest. Investors should always be cautious about sophisticated telemarketing operations touting investment opportunities. Important financial decisions should be made only after a careful review of an individual's goals, their ability to tolerate risk and a determination that a particular investment is suitable for their situation. Additionally, many investments require registration or a specific exemption under the Arizona Securities Act. To check out an investment or salesperson, call the Securities Division at 602-542-4242 or toll free outside Maricopa County at 1-877-811-3878, or visit the website at www.ccsd.cc.state.az.us.

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